



## Japs-Olson Company awarded G7 Master Printer designation for sheetfed and web presses

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**Minneapolis – Japs-Olson Company** has received the G7 Master Printer certificate of excellence for 2010 for its sheetfed and web presses. The designation means that Japs-Olson uses G7 press calibration technology to assure a visual match from proof to print on all its presses.

IDEAlliance (International Digital Enterprise Alliance), which manages the specification, requires that companies renew/retest annually to maintain the G7 Master status. The G7 process has been shown to save make-ready time and reduce paper waste.

“Our customers truly appreciate this designation because they are assured that Japs-Olson is using the most modern technology, techniques, process controls and standards required to produce high-quality commercial printing,” said Japs-Olson CEO Mike Beddor. “We were awarded the G7 Master Printer certificate in 2009 for our sheetfed presses and took the next step to ensure that our web presses were included in the 2010 designation.”

The G7 specification is named for its gray scale calibration technique and the seven core colors in the ISO printing rainbow – cyan, magenta, yellow, black, red, green and blue. The program identifies printing companies that have been trained to proof and print using this methodology.

“Marketers, print buyers and ad agencies want to know that their printed pieces will look the same,” said Beddor. “The G7 Master designation is essentially a seal of approval to let our customers know we’ve successfully gone through the training, testing and auditing to meet the necessary requirements for the best color management available.”

More information about the G7 Master Printer designation is available at the IDEAlliance web site at [www.idealliance.org](http://www.idealliance.org).

### About Japs-Olson Company

Japs-Olson Company, founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the 10 largest commercial printing and direct mail production firms in the country thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a charter member of the PIM Great Printer Environmental Initiative, holds the Forest Stewardship Council (FSC) Certification and has achieved the SAS 70 Type II Certification.

For more information, visit the web site at [www.japsolson.com](http://www.japsolson.com) or call **800-548-2897**.

